RJ Reynolds Tobacco Company

Sales		Retail	
1221		1222	20,21,22,24
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591
Voice Mail: 1-800-757-8255
ext. 67719

SENT VIA E-MAIL

May 12, 1997

To: Boston R.O.U. #1110
New York Metro R.O.U. #1210
Buffalo R.O.U. #1610

For Dissemination to all Sales Personnel with Stop & Shop Supermarkets
CID # 0533 00 00

Re: Stop & Shop -- RJR Buydowns
5/31/97 thru 8/2/97

51847 1965

Ladies and Gentlemen:

The below listed RJR buydowns will be in place in all Stop & Shop Supermarket locations during the timeframe 5/31/97 through 8/2/97.

BRAND DESCRIPTION	PROMOTION DESCRIPTION	BUYDOWN RATE
All WINSTON & WINSTON SELECT	Carton Sales ONLY	$1.50 per Carton
All DORAL Styles	Carton Sales ONLY	$2.00 per Carton
VALUE SENSE	Carton Sales ONLY	$2.00 per Carton

All payments for these buydowns will be handled at Chain Headquarters.

In the event a location is contacted and these buydowns are not in place, please contact the Stop & Shop in-store **"Hydra"** (Scan Coordinator) to adjust pricing. Should Stop & Shop "Hydra" have questions regarding this program, please have them contact Mr. Brian Winslow at Stop & Shop Headquarters at **(617 770 8194).**

Your assistance in ensuring these values are clearly communicated to the consumer during normal coverage is appreciated.

Additionally, until further notice, all promotional discounting of RJR Full Price Brands in Stop & Shop locations will be administered by this office via Headquarter Buydown. No pack or carton coupons should be placed on RJR Full Price Brands.

Source: https://www.industrydocuments.ucsf.edu/docs/hqxy0000

NOTE: The couponing of Full Price product which is approaching shelf life expirations (product within 45 days of aging out) is permissible, utilizing T-Page Poqet Entry.

Thanks for your assistance with this chain.

Sincerely,

Mike

M. A. Belniak

MAB/nsk

51847 1966

Source: https://www.industrydocuments.ucsf.edu/docs/hqxy0000

RJR RESPONSIBILITY:	MIKE BELNIAK
VM #:	67719

CHAIN NAME:	STOP & SHOP
CID #:	0533 00 00

2ND QUARTER 1997

WORKPLAN

CHAIN AUTHORIZATION:	BRIAN WINSLOW
TITLE:	BUYER
PHONE #:	617 770 8194

MONTH	APRIL					MAY				JUNE			
WEEK OF	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22
RJR FULL PRICE PROMOTION	ALL FULL PRICE DISCOUNTING WILL BE ADMINISTERED VIA HEADQUARTER BUYDOWN - NO COUPONING FULL PRICE →									WINSTON & WINSTON SELECT $1.50 BUYDOWN CARTONS ONLY! TIMEFRAME: 5/31/97 - 8/2/97			
RJR SAVINGS PROMOTION	← APPLY CEILING STRATEGY PER DIVISION GUIDELINES →									DORAL ALL STYLES $2.00 BUYDOWN CARTONS ONLY TIMEFRAME: 5/31/97 - 8/2/97			
RJR PRIVATE LABEL PROMOTION	VALUE SENSE $2.00 / .20¢ PER PACK BUYDOWN					VALUE SENSE $2.00 / .20¢ PER PACK BUYDOWN				VALUE SENSE $2.00 CARTONS ONLY BUYDOWN TIMEFRAME: 5/31/97 - 8/2/97			
RJR WORK PLAN PROMOTIONS	N/A					N/A				N/A			
RJR POINT OF DIFFERENCE PROMOTION	N/A					N/A				N/A			
INITIATIVES / TEMP DISPLAY/ INTRODUCTIONS	N/A					N/A				JUNE DORAL SUPERMARKET CARTON ONSERT AUTHORIZED AS DIVISION ALLOCATIONS PERMIT			
AUTHORIZED LOCATIONS	ALL LOCATIONS					ALL LOCATIONS				ALL LOCATIONS			
NOTES	ENSURE BUYDOWNS ARE ADVERTISED AND PRICE COMMUNICATED					* NOTE -- COUPONING OF FULL PRICE AND SAVINGS PRODUCT APPROACHING EXPIRATION ... PERMISSIBLE UTILIZING T-PAGE POOET ENTRY *				ENSURE BUYDOWNS ARE ADVERTISED AND PRICE COMMUNICATED			

51847 1967

Source: https://www.industrydocuments.ucsf.edu/docs/hqxy0000